

16th YEAR • A WEEKLY PUBLICATION

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12/24/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 * OUR VERY BEST WISHES TO ALL *
 * FOR A VERY MERRY CHRISTMAS *

WEEK ENDING FRIDAY, DECEMBER 21, 1956

Friday Dec. 21 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF CHRISTMAS WINDOWS Delman will invite the press to preview their Christmas windows. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN SHOES	754 FIFTH AVENUE SALON
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Friday Dec. 21 10:00 P.M.	"DEBUTANTE COTILLION" CHRISTMAS BALL By invitation only. N.Y. Infirmary contact: Lois Best, MU. 6-6333.	FOR BENEFIT OF NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
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WEEK BEGINNING MONDAY, DECEMBER 24, 1956

Dec. 25 CHRISTMAS DAY (Tuesday).

Wednesday Dec. 26 8:00 P.M. Dinner- Dance	THIRD INTERNATIONAL PRESS BALL The Third International Press Ball for benefit of The United Nations Children's Fund and The Herald Tribune Fresh Air Fund. Tickets: \$50.00, contact: Lisette Nigot, EL. 5-5725.	THE FOREIGN PRESS ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM
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Thursday Dec. 27 12:00 Noon	SHOWING OF SPRING JUNIOR FASHIONS Saks-34th will present Spring junior fashions. Press invited. Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	2ND FLOOR THE YOUNGER SET SHOP
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Beginning Friday Dec. 28	OPENING OF SPRING JEWELRY COLLECTION Showing to press and trade of Napier's fashion jewelry and boutique gifts for Spring and Summer. For appointments, contact: MU. 5-7390. Publicity: Gino di Grandi Associates, PL.3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
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Friday Dec. 28 9:00 P.M.	POST-DEBUTANTE "TIARA BALL" The "Tiara Ball" for benefit of the Spence-Chapin Adoption Service. Tickets: \$30.00 per couple. Contact: Alice Cordin, EN. 9-0300.	BENEFIT OF SPENCE- CHAPIN ADOPTION SERVICE	HOTEL PLAZA GRAND BALLROOM
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Beginning Wednesday Jan. 2	SCARVES, STOLES AND NECKWEAR FOR SPRING Baar & Beards will present their scarves, stoles, collars, jackets and shrugs for Spring. Publicity: Peggy O'Grady, 299 Madison Ave., MU. 2-0752.	BAAR & BEARDS (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 3 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING MILLINERY Sally Victor will preview her Spring millinery to the press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Thursday Jan. 3 11:30 A.M.	PRESS PREVIEW OF NEW LINGERIE DESIGN Capsule showing at 12:00 Noon. By invitation only. Contact: Holly Beitner, LO. 4-8040. Publicity: Rosemary Sheehan, CI. 7-8060.	SEAMPRUFE	411 FIFTH AVENUE SHOWROOM
Thursday Jan. 3 2:30 P.M.	PREVIEW OF SPRING MILLINERY Miss May will preview her Spring millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	MISS MAY, INC.	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday Jan. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING HANDBAGS Lewis Purses will preview their Spring handbags to the press. By invitation only. Publicity: Nona James, MU. 5-4834.	LEWIS PURSES	135 MADISON AVENUE SHOWROOM
Friday Jan. 4 3:00 P.M.	RAINWEAR FASHIONS BY HELEN VAN VLIET Press preview of Spring and Summer rainwear fashions by Helen Van Vliet for Town Creations. By invitation. Contact: LO. 4-8834.	TOWN CREATIONS	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Saturday Jan. 5 4:00 P.M.	SPRING MILLINERY FOR VISITING PRESS John Frederics will preview his Spring millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday Jan. 5 6:00 P.M. Buffet	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Walter Florell will preview his Spring millinery to the out-of-town press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON
Sunday Jan. 6 8:30 A.M.- 4:30 P.M.	PREVIEW OF SPRING ACCESSORIES Open house on Sunday; and Jan. 7 - 11, 9:30 A.M. to 5:30 P.M. Showing of J. H. Kimball's scarfs, handkerchiefs and stoles with accessories by Mark Cross. For out-of-town and local press. Contact: Ruth Mitchell, PL. 7-5809.	J. H. KIMBALL; MARK CROSS	MARY MARSH ASSOCIATES 2 WEST 46TH STREET
Sunday Jan. 6 10:00 A.M.- 1:00 P.M.	SPRING AND SUMMER JEWELRY COLLECTION Informal open house brunch showing of Spring and Summer jewelry collection. By invitation. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday Jan. 6 11:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting press to preview her Spring millinery. By invitation only. Contact: MU. 8-1224.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday Jan. 6 12:30 P.M. Luncheon	SPRING MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Spring millinery to the visiting press. By invitation only. Publ.: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 6 2:00 P.M. Champagne	SPRING MILLINERY FOR OUT-OF-TOWN PRESS Informal showing of Mr. Arnold's Spring millinery to the out-of-town press. By invitation only.	MR. ARNOLD (19 WEST 57TH ST.) Publicity: Peggy Cantor, PL. 1-3284.	HOTEL AMBASSADOR GOLD SUITE
Sunday Jan. 6 3:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery for the visiting press. By invitation only.	SALLY VICTOR, INC. Publicity: Mildred Josephs, PL. 3-7450.	18 EAST 53RD STREET SALON - 9TH FLOOR
Sunday Jan. 6 4:30 P.M.- 8:30 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an open house buffet supper. By invitation only.	FORSTMANN, INC. Publicity: Adelia Bird Ellis, CI. 5-8448.	CHEZ VITO 36 EAST 60TH STREET
Sunday Jan. 6 7:00 P.M. Cocktails- Dinner	SILK FASHION SHOW FOR PRESS International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. By invitation only for visiting and local press.	INTERNATIONAL SILK ASSOCIATION, U.S.A. Publicity: Eleanor Lambert, MU. 8-2130.	HOTEL PIERRE GRAND BALLROOM

NEW YORK DRESS INSTITUTE'S TWENTY-EIGHTH NATIONAL PRESS WEEK (Jan. 6 - 12, 1957)

Spring collections of leading designers (29 members, 9 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.				
Sun., Jan. 6...	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.)	PIERRE-BALLROOM	
Mon., Jan. 7...	8:00 A.M.	BUFFET BREAKFAST	PIERRE-BALLROOM	
	9:00 A.M.	"WATCH FOR" FORUM	PIERRE-BALLROOM	
	9:30 A.M.	CLAIRE McCARDELL	PIERRE-BALLROOM	
	10:30 A.M.	SAMUEL WINSTON (Roxane)	PIERRE-BALLROOM	
	11:30 A.M.	MONTE-SANO & PRUZAN	PIERRE-BALLROOM	
	12:30 P.M.	GALEY & LORD-Luncheon (Aux.)	PIERRE-BALLROOM	
	2:00 P.M.	TRIGERE	PIERRE-BALLROOM	
	3:00 P.M.	BRANELL	PIERRE-BALLROOM	
	4:00 P.M.	HARRY FRECHTEL	PIERRE-BALLROOM	
	5:00 P.M.	OLEG CASSINI-Cocktails	PIERRE-BALLROOM	
	8:00 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.)	HENRY MILLER THEA.	
	Tues., Jan. 8...	8:00 A.M.	CAPEZIO SHOES-Breakfast (Aux.)	PIERRE-ROOF GARDEN
		9:00 A.M.	HERBERT SONDHEIM	PIERRE-BALLROOM
		10:00 A.M.	ORIGINALA	PIERRE-BALLROOM
11:00 A.M.		PAUL PARNES (Beni Claire)	PIERRE-BALLROOM	
12:00 Noon		DELMAN SHOES (Aux.)	754 5TH (SALON)	
1:00 P.M.		SHIP 'N SHORE-Luncheon (Aux.)	PIERRE-BALLROOM	
2:30 P.M.		ELFREDA-VISIONI	PIERRE-BALLROOM	
3:30 P.M.		BEN ZUCKERMAN	PIERRE-BALLROOM	
4:30 P.M.		PATTULLO-JO COPELAND	PIERRE-BALLROOM	
5:30 P.M.		COTY-Cocktails (Aux.)	PIERRE-BALLROOM	
Wed., Jan. 9...		8:30 A.M.	CHRISTIAN DIOR, NEW YORK-Breakfast	730 5TH (7 FL.)
		10:30 A.M.	GEORGE CARMEL	PIERRE-BALLROOM
		11:30 A.M.	DAVID GOTTLIEB (Gothe)	PIERRE-BALLROOM
		12:30 P.M.	Luncheon to Meet Couture Members	PIERRE-BALLROOM
	2:00 P.M.	DAVIDOW	PIERRE-BALLROOM	
	3:00 P.M.	ANNE FOGARTY for MARGOT	PIERRE-BALLROOM	
	4:00 P.M.	CEIL CHAPMAN-Cocktails	PIERRE-BALLROOM	
	7:00 P.M.	MILLINERY INST.OF AMER.Dinner-(Aux.)	AMBASSADOR	

(Continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TWENTY-EIGHTH NATIONAL PRESS WEEK (Continued from page 3)</u>			
<u>Thurs., Jan. 10...</u>	9:00 A.M. HATTIE CARNEGIE.		42 EAST 49TH ST.
	10:30 A.M. MOLLIE PARNIS		530 7TH (18 FL.)
	11:30 A.M. ADELE SIMPSON		530 7TH (23 FL.)
	12:30 P.M. MAURICE RENTNER-Luncheon.		498 7TH (16 FL.)
	2:00 P.M. NETTIE ROSENSTEIN		PIERRE-BALLROOM
	3:00 P.M. WILLIAM FOX		PIERRE-BALLROOM
	4:00 P.M. TINA LESER		PIERRE-BALLROOM
	8:00 P.M. PELLON THEATRE PARTY (Aux.).		LYCEUM THEATRE
<u>Fri., Jan. 11...</u>	9:00 A.M. ANTHONY BLOTTA-Coffee.		498 7TH (12 FL.)
	10:00 A.M. BEN REIG		498 7TH (23 FL.)
	11:00 A.M. HARVEY BERIN (Karen Stark)		530 7TH (7 FL.)
	12:30 P.M. <u>Junior Group: JACK HORWITZ ASSOC.,</u> MR. MORT, JUNIOR SOPHISTICATES, REICH-GOLDFARB. Luncheon		PIERRE-BALLROOM
	2:30 P.M. <u>Variety Group: SUZY PERETTE, PELLON,</u> KATE GREENAWAY (Children's Dresses), LEONARD ARKIN, LAROS LINGERIE		PIERRE-BALLROOM
	5:00 P.M. CHESTER ROTH ASSOCIATES for MOJUD HOSIERY-Cocktails (Aux.).		PIERRE-BALLROOM
<u>Sat., Jan. 12...</u>	11:00 A.M. ELLEN LIND ASSOCIATES (Aux.)		NEW HAVEN, CONN.

Monday Jan. 7 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Irene will preview both her Irene of New York and Rivera Spring millinery collections. By invitation only. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Monday Jan. 7- Jan. 18 9:30 A.M.	DISPLAY OF SPRING FASHIONS "Seventeen's" display of Spring fashions from the February, March and April issues for store and buying office executives. Showing at 9:30 and 2:30 (Feb., March); 10:30 and 3:30 (April). Contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	VANDERBILT HOTEL
Monday Jan. 7 10:00 A.M. Breakfast	PRESS PREVIEW: MID- WINTER FURNITURE Gimbels will preview new model rooms from their Mid-Winter furniture collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	9TH FLOOR FURNITURE DEPT.
Monday Jan. 7- Jan. 23 10:00 P.M.	OPENING OF SPRING LINGERIE COLLECTION Vanity Fair Mills will present their Spring lingerie with showings at 10:00, 11:00, 2:30 and 3:30, Jan. 7 - 23; and Jan. 24, 25 at 10:00 and 11:00. Contact: Dorothy Tivis, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE (AT 51ST ST.) - 6 FL.
Monday Jan. 7- Jan. 8 10:00 A.M.	SHOWING OF SPRING FOUNDATIONS & BRAS Warner's will show their Spring foundations and bras at 10:00 A.M., 2:00 and 3:30 P.M. Contact: MU. 3-1194.	WARNER BROTHERS CO.	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday Jan. 7 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will preview his Spring millinery. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 7 12:30 P.M. Luncheon	COTTON FASHIONS BY LEADING DESIGNERS "Fashions Spiced With Sunshine" in cottons by Galey & Lord (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD	HOTEL PIERRE GRAND BALLROOM
Monday Jan. 7 2:30 P.M.	PREVIEW OF SPRING MILLINERY Laddie Northridge will preview his Spring millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON - 5TH FLOOR
Monday Jan. 7 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) will invite the visiting press to see "The Reluctant Debutante". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HENRY MILLER THEATRE 124 WEST 43RD STREET
Monday Jan. 7 9:00 P.M. Champagne	PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery to press and buyers. By invitation only. Contact: MU. 8-1224.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Beginning Monday Jan. 7	SPRING JEWELRY FOR VISITING PRESS Informal showings for the visiting press of Napier's Spring and Summer fashion jewelry and boutique gifts. Contact: MU. 5-7390. Publicity: Gino di Grandi Assoc., PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Showing of Coro's Spring and Summer costume jewelry collection. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1957 ladies' handbag collections. Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NAT'L AUTHORITY FOR LADIES' HANDBAG IND.	INDIVIDUAL MFRS. SHOWROOM
Beginning Monday Jan. 7	OPENING: SPRING-SUMMER SHOE COLLECTIONS Opening of Spring and Summer shoe collections by: Delman, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, Frank Lipare, Inc., I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox. Contact: John Jerro, 40 W. 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL MEMBERS' SHOWROOMS
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Showing of the Spring and Summer collection of Glentex scarfs, neckwear and accessory wraps. Publicity: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING SCARF COLLECTION Opening of Vera's collection of Spring and Summer scarves and neckwear accessories. (<u>Note Change of Date.</u>) Publ.: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Vendome will present its Spring collection of couturier fashion jewelry. Publicity: Ann R. Silver Associates, MU. 7-8654.	VENDOME JEWELRY	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 7	OPENING: SPRING-SUMMER LINGERIE COLLECTION Showing of Gracette's Spring-Summer lingerie designed by Eve Stillman, including the Eve. Jr. collection. Continuous daily showings. Publicity: Margaret Hodge, PL. 5-7630.	GRACETTE LINGERIE	102 MADISON AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday Jan. 7	SPECIAL COLLECTION BY ALAN PHILLIPS "Late, Late Show"--special collection of silk dresses and costumes by Alan Phillips for Easter through Summer. Publ.: Ken R. Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Jan. 7- Jan. 10	FORTY-SIXTH ANNUAL CONVENTION Theme: "Building for Retailing's Golden Age". Contact: Nevin Fidler, Director of Public Relations, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
Monday Jan. 7- Jan. 18	HOME FURNISHINGS MARKET IN CHICAGO Showing of furniture; floor coverings; major and electrical appliances; radio and television; curtains and draperies; upholstery fabrics; lamps, etc. Contact: Merchandise Mart, Chicago.	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday Jan. 8 8:00 A.M. Breakfast	SHOE FASHIONS FOR VISITING & LOCAL PRESS Capezio (Auxiliary Member of N.Y.D.I.--See Pg.3) will present shoe fashions for Spring and Summer. By invitation. Contact: Marya Morton, JU. 6-2150.	CAPEZIO, INC.	HOTEL PIERRE ROOF GARDEN
Tuesday Jan. 8 9:00 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Mr. Arnold will present his Spring millinery to press and buyers. By invitation only. Contact: Miss Jean, PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Tuesday Jan. 8 10:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS Gimbels will preview their Spring bridal fashions. By invitation only. Customer showings, Thurs., Jan. 10 at 6:00 P.M. and Sat., Jan. 12 at 11:00 A.M., in the fourth floor auditorium. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday Jan. 8 12:00 Noon	SPRING SHOE FASHIONS FOR VISITING PRESS Delman (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Spring shoe fashions. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	DELMAN SHOES	SALON-BERGDORF GOODMAN FIFTH AVE. & 58TH ST.
Tuesday Jan. 8 1:00 P.M. Luncheon	SPRING BLOUSES FOR VISITING & LOCAL PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Spring blouses. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8 2:30 P.M. Coffee	PREVIEW OF JUNIOR SUMMER DRESSES Preview for press and buyers of Alfred Werber's Summer dresses for juniors. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	ALFRED WERBER OF ST. LOUIS	PAUL JAMES 1441 B'WAY - 25TH FL.
Tuesday Jan. 8 2:30 P.M.	CRUISE DRESSES BY JERRY GILDEN Press invited. Open to public. Publicity: Rose Mazimuto, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Jan. 8 3:30 P.M.	CRUISE AND SPRING FASHIONS Cruise and Spring fashions, available at Gunther Jaeckel, the first of "Tea and Cocktail Time" Tuesday fashion shows. Public by reservation: contact: "Beverly", TE. 8-8000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	CHARLES GELATT, INC. (27 EAST 62ND ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday Jan. 8 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Coty (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) cocktail party for visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY	HOTEL PIERRE GRAND BALLROOM
Tuesday Jan. 8 7:00 P.M.	SEMI-ANNUAL MILLINERY SHOW Semi-annual Spring millinery fashion show for buyers, merchandisers and retailers. By invitation only. Contact: LO. 4-7800.	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Tuesday Jan. 8 7:30 P.M. Dinner	SHOWING OF HOUSE & DAYTIME DRESSES Twenty-third annual fashion showings of Spring and Summer house and daytime fashions. By invitation. Contact: Erwin Feldman, LA. 4-6352.	NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 9 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Wednesday Jan. 9 3:00 P.M.	SPRING MILLINERY MERCHANDISING CLINIC Semi-annual fashion and merchandising clinic of the MMEA. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8415.	MILLINERY MERCH'G EXECUTIVES ASS'N	HOTEL SHERATON-ASTOR LOUNGE (MEZZANINE)
Wednesday Jan. 9 4:30 P.M.- 6:30 P.M.	PREVIEW: SPANISH- INSPIRED FASHIONS "Spanish Fashion Extravaganza"--in fabrics by Lowenstein, with fashions from Rhea. By invitation only. Contact: Nora Glass, MU. 3-0951.	M. LOWENSTEIN & SONS; RHEA MFG. CO.	HOTEL PLAZA GRAND BALLROOM
Wednesday Jan. 9 7:00 P.M. Dinner	SPRING MILLINERY FOR VISITING PRESS Millinery Institute of America (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) will present Spring hats. By invitation. Contact: Communication Counselors, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR BALLROOM-TRIANON
Thursday Jan. 10 9:30 A.M. Breakfast	PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS By invitation. <u>Customer showing at 5:30 P.M. on the fourth floor in the</u> store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 10 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will preview his Spring and Summer millinery. By invitation only. Contact: Jan Aaron, MU. 8-4905.	MR. JOHN, INC.	51 EAST 57TH STREET SALON
Thursday Jan. 10 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (<u>Auxiliary Member of N.Y.D.I.--See Pg. 4</u>) will invite the visiting press to see Walter Pidgeon in "The Happiest Millionaire". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	LYCEUM THEATRE 149 WEST 45TH STREET
Friday Jan. 11 8:30 A.M.- 10:15 A.M.	FASHION SHOW IN McCALL'S PATTERNS "Fashion Excitement, 1957"--special preview presented by Tobe; fashion show commentated by Dorothy Vernon, McCall's Paris representative. For stores and press, by invitation only. Publ.: Miraed Peake, MU. 6-4600.	McCALL'S PATTERNS (McCALL CORPORATION)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Friday Jan. 11 5:00 P.M. Cocktails	SPRING HOSIERY SHOW FOR VISITING PRESS Chester Roth Associates for Mojud Hosiery (<u>Auxiliary Member of N.Y.D.I.--See Pg. 4</u>) will preview their Spring hosiery. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CHESTER ROTH ASSOC. FOR MOJUD HOSIERY	HOTEL PIERRE GRAND BALLROOM
Saturday Jan. 12 9:00 A.M.- 12:00 Noon	OPEN HOUSE FOR VISITING PRESS Mme. Helena Rubinstein will invite the visiting press to an open house breakfast. By invitation only. Publ.: Amy Blaisdell, EL. 5-2100.	MME. HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Saturday Jan. 12 11:00 A.M.	THEATRE PARTY TRIP FOR VISITING PRESS Ellen Lind Associates (<u>Auxiliary Member of N.Y.D.I.--See Pg. 4</u>) will invite the visiting press to preview The Theatre Guild's "The Tunnel of Love" starring Tom Ewell. Matinee at 2:30 P.M., followed by cocktails and dinner at Chi Psi, Yale University. By invitation only. Publicity: Ellen Lind Associates, PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	NEW HAVEN, CONNECTICUT
Monday Jan. 14 3:30 P.M.	PREVIEW: "TRENDS OF THE 1930'S" Informal research session and showing of the fashion trends of the 1930's by: Chanel, Hawes, James, Schiaparelli, Vionnet and others. For fashion press and designers by reservation; contact: Mrs. Phyllis Graves, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT
Monday Jan. 14 4:30 P.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview of Resort daytime fashions and a group of specially designed cocktail and evening dresses for "Miss Bergdorf". By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday Jan. 15 12:30 P.M. Luncheon	RESORT FASHIONS BY BRANELL Best will present Resort and early Spring fashions by Branell. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA PEACOCK LOUNGE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 15 2:00 P.M.- 4:00 P.M.	PRESS PREVIEW OF CHILDREN'S COSTUMES "Children in Style"--The Costume Institute's first children's exhibition, with a colorful presentation of costumes, portraits and fashion prints, from 16th to 20th centuries. Members' preview: Jan. 16, 8:00-11:00 P.M. Open to public from Jan. 17. Publicity: Lillian Green, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	FIFTH AVENUE & 82ND STREET

OPENING OF SPRING COLLECTIONS IN LONDON, ROME, FLORENCE AND PARIS

Beginning Wednesday Jan. 16- Jan. 18	"LONDON WEEK"-- SPRING COLLECTIONS Presentation by twenty-five manufacturers of ready-to-wear, accessories and British textiles. N.Y. Contact: Rosemary Sheehan, CI. 7-8060.	BRITISH MFRS. GROUP	LONDON, ENGLAND
Saturday Jan. 19- Jan. 21	OPENING OF ROMAN COUTURE COLLECTIONS Jan. 19: Showing of fashion accessories; La Tessitrice Dell'Isola, Fontana, Simonetta, Capucci. Jan. 20: Ferdinandi, Fabiani, Carosa. Jan. 21: Eleanora Garnett, Gattinoni, Mingolini-Gugenheim, Giovanelli. Contact: Constantino Parisi, Via Dei Burro 147, Rome, Italy.	CENTRO ROMANO PER L'ALTA MODA ITALIANA	ROME, ITALY
Tuesday Jan. 22- Jan. 24	OPENING OF COUTURE COLLECTIONS IN LONDON Contact: Ann Ryan, 233 High Holborn, London, W.C.1, England.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Tuesday Jan. 22- Jan. 25	OPENING OF FLORENCE COUTURE COLLECTIONS Jan. 22: Millinery Show; Avagolf, Valditevere, Mammini, Giara D'Arno, Vito, Myricae, Glans; Mirsa, Avolio, Bertoli, Marucelli Sport. Jan. 23: Marucelli, Antonelli, Schuberth. Jan. 24: Guidi, Veneziani, Emilio. Jan. 25: Giuliano, Zoen, Sarli, Centinaro, Gregoriana. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS Jan. 28: Jean Patou, Claude Riviere, Jacques Heim, Mad Carpentier, Vera Borea, Revillon, Raphael. Jan. 29: Balmain, Carven, Lola Prusac, Nina Ricci, Irene Dana, Madeleine de Rauch, Maggy Rouff. Jan. 30: Jacques Fath, Jean Desses, A.C.P., Lanvin (Castillo), Gres, Gruyere. Jan. 31: Christian Dior, Jacques Griffe, Jeanne Fardeau, Germaine Lecomte, Hermes, Renee Lise. Feb. 1: Anny Blatt, Guy Laroche, Jacqueline Godard, Michele Lambert, Catherine Sauve, Doeuillet-Doucet. Feb. 2: Charles Montaigne, Ardanse. Feb. 4: Bernard Sagardoy, Geo. Bilman. Feb. 5: Helen Hubert. Feb. 6: Maurice Roger, Georgette Renal. Feb. 7: France Pieri, Raymonde Coste. Feb. 8: Valentine Bourgade. Feb. 11: Irmone. Feb. 12: Amy Linker. Feb. 13: Line Carmine. Feb. 14: Regine Lutece. Feb. 28: Madeleine Vramant. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

Thursday Jan. 17 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING Co-Chairmen: Frances Hodges and Conoldine Burnett. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 17 6:00 P.M.	JUNIOR DRESSES BY SUE BRETT Russeks will present Cruise junior dresses by Sue Brett. Open to public. Publicity: Rose Mazimuto, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR
Monday Jan. 21 12:15 P.M.; 6:00 P.M.	SPRING COTTONS BY KAY WINDSOR Saks-34th will present "My Fair Lady" Spring-into-Summer fashions by Kay Windsor. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	4TH FLOOR
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual fashion show for benefit of The National Foundation for Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publ: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning	DAVIDOW.	550 Seventh Avenue.	PE. 6-6909
Monday	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
Feb. 4	KANE-WEILL.	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.).	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.).	LO. 4-3923
Feb. 4	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.).	PE. 6-0206
	BY BRANELL.	530 7th Ave. (27 Fl.).	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave. (11 Fl.).	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.).	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.).	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.).	WI. 7-4076
	GRABOIS.	498 7th Ave. (5 Fl.).	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.).	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.).	LO. 4-1860
	JOBBERE, INC.	530 7th Ave. (20 Fl.).	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.).	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.).	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.).	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave. (11 Fl.).	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.).	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.).	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.).	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.).	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.).	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.).	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.).	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.).	CH. 4-2617